

FOR IMMEDIATE RELEASE

Guess Jones Soda's "Jumbled" Flavor Contest Challenges Consumers to Name Four Flavors Used in Mystery Concoction



SEATTLE – After already bottling the exotic Fufu Berry and carbonating Thanksgiving dinner, Jones Soda's resident mixologist was looking to strike gold again with a refreshing summer flavor. Inspired by his summer days of yore, the mad mixer experimented with combinations of every flavor in typical throwback graveyard fashion.

An accidental lab spill resulted in the perfect refreshing concoction, much like how the French discovered champagne, but the four ingredient flavors were lost. Now it's up to Jones Soda fans, soft drink connoisseurs and curious consumers to detect which four flavors, existing or retired, that make up this mystery mixture. Consumers can go online to unmask the flavors and win a variety of prizes.

"Several past and present Jones flavors have developed quite the cult following," said Joth Ricci, CEO and President of Jones Soda. "Jones Jumble gives fans the chance to revisit the fascination with our expansive flavor lineup and put their sophisticated soda palates to the test."

Jones Jumble will be available in three limited edition bottles everywhere Jones Soda is sold and online in 4-packs for \$5.99. To enter the "What The Flavor?" contest, visit www.jonessoda.com to submit flavor guesses.

Jones Soda has always been known for its personal connection with consumers, primarily with the myJones patented labeling system that puts consumer's images on bottles. All Jones products are made with pure cane sugar with select sugar-free varieties available. Personalized six-packs and 12-packs can be purchased at www.myjones.com for \$16.99 and \$23.99 plus shipping.

About Jones Soda Co.:

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones GABA, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North America. A leader in the premium soda category, Jones is known for its variety of flavors and innovative labeling technique that incorporates always-changing photos sent in from its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you'd never expect to find a soda. For more information visit www.jonessoda.com and www.myjones.com

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